

## AFFINITY SHOPPING PORTAL

### Abstract of the Disclosure

A method of administering a commercial transaction carried out over a communications network (20) used for shopping includes receiving a shopper (50) at a first web-site maintained on the communications network (20). The shopper (50) has an affinity group (40) associated therewith. The method further includes forwarding the shopper (50) to a second web-site maintained on the communications network (20), and obtaining a generated click-through fee related thereto. A portion of the obtained click-through fee is distributed to the affinity group (40) associated with the shopper (50), and it is communicated to the shopper (50) how much was distributed.